WHAT IS CLAIMED IS:

1   1. A method for transmitting data to one or more users of a communications system,

2 the method comprising:

3   establishing a connection with one or more users;

4   designating targeting rules applicable to online users;

5   acquiring context information of online users;

6   applying the targeting rules to the context information to identify targeted online users; and

7   sending data to the targeted online users.

1   2. The method of claim 1 wherein the targeting rules include parameters specifying a

2 location of online users.

1   3. The method of claim 2 wherein the location of online users is a geographic

2 location.

1   4. The method of claim 2 wherein the location of online users is an online location.

1   5. The method of claim 1 wherein the targeting rules include parameters specifying a

2 particular type of access device employed by the online users.

1   6. The method of claim 1 wherein the targeting rules include parameters specifying a

2 particular type of software employed by the online users.

1   7. The method of claim 1 wherein the context information of online users includes a

2 token identifying a current location of an online user.

1   8. The method of claim 7 wherein the location of an online user is a geographic

2 location.

1   9. The method of claim 7 wherein the location of an online user is an online location.

1   10. The method of claim 1 wherein the targeting rules include specified parameters

2   and applying the targeting rules to the context information includes identifying online users

3   meeting the specified parameters.

1   11. The method of claim 10 further comprising ranking online users based on the

2   specified parameters.

1   12. The method of claim 1 wherein the data sent to a targeted user are specific to a

2   location of the targeted user.

1   13. The method of claim 12 wherein the location of the targeted user is a geographic

2   location.

1   14. The method of claim 12 wherein the location of the targeted user is an online

2   location.

1   15. A computer program, stored on a computer readable medium, comprising

2   instructions for:

3   establishing a connection with one or more users;

4   designating targeting rules applicable to online users;

5   acquiring context information of online users;

6   applying the targeting rules to the context information to identify targeted online

7   users; and

8   sending data to the targeted online users.

1   16. The computer program of claim 15 wherein the computer readable medium

2   comprises a disc.

1   17. The computer program of claim 15 wherein the computer readable medium

2   comprises a client device.

1   18. The computer program of claim 15 wherein the computer readable medium

2 comprises a host device.

1   19. A communications apparatus, comprising a host configured to:

2   establish a connection with one or more users;

3   designate targeting rules applicable to online users;

4   acquire context information of online users;

5   apply the targeting rules to the context information to identify targeted online users;

6 and

7   send data to the targeted online users.

1   20. The apparatus of claim 19 wherein the host comprises a targeting server

2 interconnected with an instant voting server and a routing processor.